

**Abstract**

**[0072]** A system for distributing electronic content includes a satellite and a network operations center uplinking electronic content to the satellite. The electronic content may contain advertising and various other information including television, movies, and music. An over-the-air broadcast center receives the electronic content from the satellite and generates over-the-air signal having digital electronic content therein during a vertical blanking interval of an analog broadcast signal. The electronic content is received in a user device that removes the electronic content from the over-the-air signal.